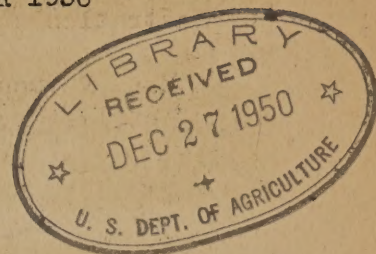


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## NATIONAL HOME DEMONSTRATION WEEK ACTIVITIES FOR 1950

### SURPASS PREVIOUS YEARS' RECORDS

By Mena Hogan  
Field Agent, Southern States



National Home Demonstration Week activities reached a new high in the South in 1950. There were more editorials written, more radio talks given, more special editions printed, more exhibits shown, and more meetings held during this week than during any of four previous years in which this observance was held.

Any homemaker who kept her eyes and ears open during this week of April 30 to May 6 learned a great deal about home demonstration work and its influence for home betterment throughout the country. In addition, other members of her family were made aware of its effects on their own lives, for family participation was emphasized throughout the observance.

### Editorially Speaking

In the South alone, 708 editorials written by prominent editors commented enthusiastically about a work that although in its 35th year, was reaching either directly or indirectly into all the homes of the Nation. Typical of such comment was that of the editor of the News and Herald of Winnsboro, South Carolina, who wrote,

"They talk about woman's sphere as though it had a limit,  
There's not a place in earth or heaven,  
There's not a task to mankind given,  
There's not a blessing or a woe,  
There's not a whispered yes or no,  
There's not a life or death or birth,  
There's not a feather's weight of worth,  
without a woman in it."

"The foregoing," says this editor, "actually tells of woman's (individual) all-encompassing sphere. But when the women get together as they do in home demonstration work, they can truly move mountains, change the surroundings and the modes and standards of living."

Although much editorial comment revolved around the activities of the women and their groups, county home demonstration agents also came into their share of appreciation for a job well done.



In a three-column feature article in the Sabine Index in Texas headed, "Meet 3,000 Fairy Godmothers," the staff writer pointed out the wide program of the home demonstration agent aimed toward improved rural living.

The editor of the Beauregard News, Beauregard, La., said, "It's a down-to-earth program placed to the economy that is essential on the average farm. The movement isn't restricted to a lot of theory that can be trotted out on club meeting days. It goes home with mother to brighten the lives of her family and her community, as only a woman's touch can."

"Our congratulations to the home demonstration clubs and their leaders on the work they are doing toward making Stephens County, Georgia, a better place to live," said the editor of the Record, Toccoa, Georgia.

"With the cooperation and direction of home demonstration agents, home demonstration club members turn the modern wonders of science into better, healthier, happier living. It is largely through the efforts of home demonstration clubs that American farm people are the happiest, best fed, and best clothed in the world." -- The Pawnee Chief, Pawnee County, Oklahoma.

The Beebe News, White County, Arkansas, in "A Salute to a Great Gal" said,

"If you live in the country, you may already have met her.

She's the gal who dashes up and down the country roads in the mud-spattered car. The back seat looks like Fibber McGee's closet. There will be pressure cooker, quilting frames, dress forms, a portable sewing machine, charts, and bulletins, and other articles too numerous to mention. Yes, even a pair of rubber boots to use in case she gets stuck in the mud.

"Although trained primarily as a home economist, she is a jane-of-all trades. She makes more speeches than a Congressman, builds more exhibits than a billboard artist, and sets up tours and festivals like a circus manager. She has to know as much about children as the family doctor, and more about budgets than the banker.

"Give her a few years and her personality and genius will put a stamp on a whole county. She will be heroine to the growing girls, the confidante of their mothers. The young fellow who marries her and keeps her from leaving the community has the admiration and gratitude of everybody.

"You've guessed it. We are talking about our home demonstration agent, Miss Frankie Burke. During the National Home Demonstration Week, April 30 to May 6, we all pause to doff our hats to this amazing girl and acknowledge her great service to White County."



Front Page News

Four thousand, three hundred and fifty-eight news articles occupied prominent space in the newspapers of the 13 Southern States and Puerto Rico during the week. There were also 221 special editions devoted largely to home demonstration work and its development in the particular county. Headings for these articles indicate something of the wide varieties of activities reported:

"Dress Review and Tea Will Mark Observance"

-- Savannah Morning News,  
Savannah, Ga.

"Home demonstration club members tour Noxubee County homes,  
seeking and finding beauty and interesting homes in their own  
county."

-- The Macon Beacon, Macon, Miss.

"Home demonstration clubs list women's lounge among achievements."

-- Guthrie Daily Leader,  
Guthrie, Oklahoma

"El Hogar de Hoy Constituye el Mundo de Manana" headed many articles  
in Puerto Rican papers.

"Nation Honors Club Women,"

-- Texas Farmer-Stockman

"Home Demonstration Club Work 25 Years Young"

-- Tyler Morning Telegraph,  
Tyler, Texas

"Virginia's 35,000 Home Demonstration Club Members Take Time Off  
to Show the Public That They Believe Good Homes Will Build a  
Better World."

-- Virginia Agricultural News  
Letter

Leaders in All Walks Pay Homage

The President of Florida State University, Doak S. Campbell:

"Measured in terms of its actual achievements on behalf of human  
welfare and human happiness, I know of no single agency which  
contributes more than the program of home demonstration work."

The Director of Extension in Alabama, P. O. Davis:

"Home demonstration work is now in its second quarter of a  
century. It began humbly in a small way. It has grown because  
it is right and good. We can see this more clearly by imagining  
for a moment that we are standing away and looking at it from a  
distance."



Editorial writer, Arkansas Democrat:

"City people should think gratefully of this splendid organization (Arkansas Council of Home Demonstration Club Women). It is working for us as well as for our rural people. For we are dependent heavily on our rural neighbors looking to them for food, clothing, raw material for our industry and markets. We profit from their gain. Give these women a hand."

Director of Extension in Florida, H. G. Clayton:

"The American home is the cradle of democracy and the home demonstration club member receives inspiration and guidance that helps her to bring up her children in the American tradition of liberty, good fellowship, faithful service and unswerving loyalty to home and home land."

Hon. Chase Going Woodhouse in the House of Representatives:

"I have seen home demonstration work pay dividends in my own State. I have seen girls taught to design and make clothes for themselves and members of their families. I have seen the help given women in combining unlikely material with skill and hard work to make their homes livable and comfortable."

L. A. Dhonau, Acting Associate Director of Extension, Arkansas:

"A structure which will house 40 former 4-H Club members at the University of Arkansas is now under way. It will represent the untiring efforts of 1600 home demonstration clubs in Arkansas to give better opportunity to the homemakers of tomorrow. To this magnificent piece of work and all the other untold benefits family living has derived from the home demonstration program, we salute all those who had a part in making April 30 to May 6 proclaimed as National Home Demonstration Week."

Shawnee Brown, Director of Extension, Oklahoma:

"We know of no other group of women anywhere who has contributed so magnificently to the betterment of rural living, than the members of our home demonstration clubs. You represent and work directly with the greatest single factor in community improvement—the home."

### Special Meetings. Special Results

Thirty-five State-wide or district-wide meetings were held in Kentucky, Louisiana, North Carolina, Oklahoma, Puerto Rico, and Virginia, with an attendance of 18,299 persons. Over 1,183 county-wide meetings were held in all 13 States and Puerto Rico, with an attendance of 64,248 people. Four thousand, seven hundred and eight community meetings were held with 111,678 taking part.



Counties reported 12,761 new home demonstration club members as a result of the week's activities. North Carolina lead with 57 new home demonstration clubs and 2,394 new members. Mississippi had 51 new clubs with 1,230 new members while Virginia had 23 new clubs and 1,787 new members. Twelve of the 13 Southern States and Puerto Rico made special effort to interest young homemakers in the home demonstration program. A total of 15,099 were invited to meetings during the week.

### Proclamations, Special Statements

Governors in Arkansas, Florida, Mississippi, and North Carolina issued proclamations for National Home Demonstration Week.

Extension directors in Alabama, Arkansas, Florida, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and Virginia wrote statements on home demonstration work.

State home demonstration agents in Alabama, Florida, Kentucky, Mississippi, Oklahoma, Puerto Rico, South Carolina, Texas, and Virginia prepared special statements, usually in recognition of leader work under way.

Sixteen other statements of a congratulatory nature were written by various leaders including college presidents, State Home Demonstration Council presidents, and district home demonstration agents.

Specialists in many States tied the week's observance into their own programs by suggesting county activities in their particular field of work.

From a county standpoint, police juries, quorum court officials, boards of commissioners, mayors, and county judges were a part of the celebrations and often wrote articles and proclamations on the week.

### Southern Farm Magazines Pay Tribute

Headed, "The Women Behind the Men Behind the Plow," the South Carolina magazine included the pictures of 8 State presidents in the 28 years' history of the organization of the South Carolina Council of Farm Women. Under Palmetto Profiles, the magazine included the story of 90-year old Mother Walker, pioneer in home demonstration work.

Sallie Hill, Women's Editor of Progressive Farmer, featured the achievement of home demonstration club women throughout the South in all editions of the magazine. She carried a feature, "Hats Off to Home Agents," in which she paid special tribute to the 1,528 home demonstration agents and the 337 specialists, district agents, and State Agents in the South.

Iris Davenport, Editor, Woman's Department of the Farm and Ranch Southern Agriculturist, paid tribute to the more than a million rural women enrolled in home demonstration clubs and gave the creed the home demonstration club members of Kentucky adopted at their 1950 Federation meeting.

Trudy Dye, Women's Editor of Country Gentleman, spoke at District 4 Federation of Virginia Home Demonstration Clubs at Chesterfield. Her subject—"Do You Practice Democracy at Home?"



Katherine Randall, Women's Editor of Farmer-Stockman for Oklahoma, Texas, carried an article, "Nation Honors Club Workers" in the May issue of the Farmer-Stockman.

Mrs. Mavis Gibbs, Editor of Southern Homemaking, Southern Planter, reviewed some of the history of home demonstration work under the heading, "Pioneers of Progress." Excellent photographs of Mrs. McKinnon of North Carolina and Miss Agnew of Virginia illustrated this feature. She also printed the picture of Mrs. Mary Switzer receiving a citation of achievement from the Grocery Manufacturers of America.

The Florida Fruit Grower for April carried a full page and a half feature article by J. Francis Cooper, Florida Extension Editor, on Florida home demonstration activities.

### The Novel, The Unusual

Many and varied were the activities highlighting the week's observance throughout the South.

Gayle R. Wilson, Home Demonstration Agent in Tarrant County, Texas, tells the story of the annual swap day, held during National Home Demonstration Week. Home demonstration club women brought their own white elephants to a picnic and traded them for their neighbors' "pink ones." They swapped everything from feed sacks to bird cages and kittens.

Lane Beatty, farm editor of WBAP, cut a 15-minute, on-the-scene transcription for the Saturday Farm Magazine of the Air. WBAP's television department thought the show unusual enough that it made a 3-minute show of it. The Fort Worth Star Telegram ran a story with pictures in both morning and evening editions.

In Pulaski County, Arkansas, 1,207 home demonstration club members had signs in their front yards, "This Is National Home Demonstration Week--A Member Lives Here."

"No baby sitters needed," was the caption of a photograph accompanying a feature story on home demonstration work in the Commercial Dispatch, Columbus, Mississippi. The story told of the activities of the six mothers shown with their seven babies in the photograph.

Third and fourth generation stories of participation in home demonstration club work were featured in articles appearing in newspapers throughout South Carolina.

Mississippi planted flowers that will bloom in October when that State will be hostess to the National Home Demonstration Council.

A cartoon labelled, "Never Underestimate the Power of a Woman," appeared in the Arkansas Democrat. Written by the cartoonist Jon Kennedy, it depicted a woman standing in front of a dilapidated farm home, holding a model of an up-to-date house in her hands and saying, "I want this one in place of that one."



A barn party in the Herbert Mt. Vernon community in Conecuh County, Alabama, celebrated the finishing of a big barn on the Arthur Ward's farm.

"The South will come into its own when its fields are green in winter," was the heading of an article in the Farm News of Madison County, Tennessee Valley, Alabama. "With this will come achievements in home improvement, community improvement and cleaner voters' lists."

A music festival in Dillon, South Carolina, was attended by 1,020 people from all over the county.

Tennessee printed an attractive one-page leaflet in color giving (1) seven points in which families are helped by home demonstration work, (2) the way in which home demonstration work is carried out, (3) the eligibility for participation in home demonstration work, (4) the way program is planned, (5) the why of National Home Demonstration Week.

#### Some Celebrate at Home; Some Tour Far Away Places

Thirty-five home demonstration club women of Tunica and Coahoma Counties in Mississippi, chartered a bus for a tour of their Nation's capital. They were greeted by their State's Congressional delegation and high officials in the U.S. Department of Agriculture.

One hundred and fifty-four home demonstration club members of St. Martins Parish, Louisiana, toured New Orleans as guests of International House. They were taken aboard the luxury liner Del Sud, allowed to inspect state dining rooms, swimming pools, salons, etc., and served coffee.

Eighty-eight Noxubee County, Miss., women went on a pilgrimage. But not to far away places. Instead, they sought and found beauty and interesting homes in their own county.

Eighty home demonstration club women from Craighead County, Arkansas, went down to Holly Springs, Miss., to visit historic old homes.

Five hundred and fifty-three county tours were held in all the 13 Southern States and Puerto Rico with 14,904 people attending. Three thousand, nine hundred and ninety-six homes were visited on such tours.

#### Negro Home Demonstration Members Show Fine Accomplishments

The Negro press acclaimed the work of home demonstration club members in bringing about vast improvements in rural living. Citizenship responsibilities were emphasized along with home and community improvements in all the activities of Negro home demonstration club members during the week.

"The home," wrote Francys McFerrin, Negro home demonstration club president in Cross County, Arkansas, "holds a unique citizen of tomorrow. It is the home where children gain their first concept of democracy and it is there they are inspired to greater knowledge and accomplishment."

Twenty-three of the 29 counties with organized home demonstration work reported National Home Demonstration Week observances, according to Blanche Harrison, in charge of Negro home demonstration work for Virginia. Nine tours



were conducted and 38 homes visited. Seventy-seven county-wide and community meetings were held with an attendance of 2,830 persons.

In Arkansas, lawn parties, fishing trips, tours and demonstrations, family fun nights, clean up campaigns were listed by Fannie Mae Boone and Ella P. Neely (in charge of Negro home demonstration work) as having created much interest during National Home Demonstration Week.

Sallie Hill, writing in the Progressive Farmer, telling of the work of the white home demonstration agents, says, "The work of Negro home demonstration agents is another good story." (We'll hope she writes this too.)

"The case of the kitchen," a skit based on a study of 484 kitchens in East Central, Miss., was presented by the Lee County, Miss., home demonstration council. Other program features covered a period of 15 days during which home tours were conducted, exhibits were set up, and 18 clubs held special community programs.

In Jefferson County, Tex., Mary Turner, Negro home demonstration agent, thought National Home Demonstration Week had been a means to increase the interest of young homemakers in home demonstration work and that it had resulted in a much better understanding of home demonstration work by the general public.

In general, the observance of National Home Demonstration Week among Negro families and by Negro home demonstration club members followed much the same line as for the white population. Totals for their work are included in all the figures given in this report.

#### Excerpts from Statements on Values

Ellen LeNoir, State Home Demonstration Agent, Louisiana:

"Club members' awareness of the importance of their organization; general public better informed; better understanding of scope of work."

Verna Stanton, Assistant State Home Demonstration Agent, North Carolina:

"Recognition of leaders for their contribution to home and community living, inspired and challenged them to a bigger job in the future."

May Cresswell, State Home Demonstration Agent, Mississippi:

"One of the best ways of advertising what we are trying to do in home demonstration work."

Eloise Ridley, Home Demonstration Agent, Barren County, Kentucky:

"Especially valuable from standpoint of getting general public interested in the homemakers' program. Has helped in interesting non-members in joining and make those already in the organization realize their own accomplishments and the work of other clubs in other counties and States. It has made other organizations and businesses more aware of the work we are doing, making it easier to secure their cooperation."



Maude Wallace, Assistant Director in Charge of Home Demonstration Work,  
Virginia:

"Affords a means whereby leadership is strengthened; resulted in increase in home demonstration club membership totalling 1,669."

Juanita Neely, State Home Demonstration Agent, South Carolina:

"Home Demonstration Week has helped us evaluate our home demonstration program as well as home demonstration club members to evaluate skills and techniques of homemaking."

Dr. Esther Seijo de Zayas, Assistant Director in Charge of Home Demonstration Work, Puerto Rico:

"Home Demonstration Week this year, more so than ever before, helped to make home demonstration work better known both in rural and urban areas."

#### Radio and Television

North Carolina headed all States in number of county radio programs with 109 programs featuring 65 extension workers, 506 local home demonstration club women and 441 others. Texas was close with 103 programs featuring 60 extension workers, 550 home demonstration club women and 257 others.

A total of 9,129 people took part on radio programs featuring home demonstration work during the week.

Sixty-nine State extension workers took part in State radio broadcasts with 63 rural women and 19 others assisting. Virginia accounted for 30 of these 69 programs.

Mrs. R. L. Campbell, President of the Texas Home Demonstration Association, recorded a four and one-half minute message for the use of all counties in Texas.

"This mid-century year seems to be the time to take stock--and that's what we propose to do," began the radio program of the Highlands and Friendly Acres home demonstration club of Harris County, Texas, presented over Baytown, Tex., KREL and KRCT. They then proceeded to take inventory of knowledge gleaned from past work, as a means of prining themselves to join the more than a million other home demonstration club members celebrating National Home Demonstration Week in the Nation.

#### Looking to the Future

"Let's take as our goal," Juanita Neely told South Carolina home demonstration club members, "the enrollment of just one more club member each. That would be 13,000 more club members next year."

All North Carolina counties had as their goal the gaining of 100 new home demonstration club members per county. Special recognition was accorded to those counties achieving this goal by National Home Demonstration Week.



An editorial headed, "Home demonstration work 25 years young," in the Tyler, Tex., Morning Telegraph, pointed out, "Here's hoping the next 25 years will bring as much improvement in rural living as the past 25 years and that proper credit will always go to the home demonstration club women."

Dr. Fred Mitchell, President of Mississippi State College, offered a crisp \$100 bill to the first county in Mississippi enrolling every farm woman in home demonstration club work.

Mrs. Raymond Sayre, President, Associated Country Women of the World, said, "What challenges the next half century may bring to the home demonstration program, one may only prophesy in part, but one thing seems certain--there must be an increasing preparation and acceptance by homemakers of their citizenship responsibilities both nationally and internationally."

Looking to the future, most State home demonstration agents saw National Home Demonstration Week as an activity that would continue to grow in volume. Home demonstration club members continued to be enthusiastic over the recognition that came to both their home demonstration agents and their own groups.

Extension editors viewed the activity as something that might fill the lack in previous years of getting information on home demonstration work to the general public.

Certainly, generally one might conclude that National Home Demonstration Week in 1950 had done much to accomplish the objectives set up; i.e.,

1. Acquainting the general public with the objectives, educational advantages and accomplishments of home demonstration work and its place in the entire extension program.
2. Encouraging family participation.
3. Recognition to volunteer leaders.